RJ REYNOLDS
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JAN 0 6 REC'D

December 29, 1997

Sales		Retail	
1221		1222	
1222		1223	
1223		1223	
1224		[illegible]	
1225		[illegible]	
1226		[illegible]	SC
1229		MC	PA
1240 AE			
1244		RSM	REM

JG

RJR Account #375878
P. Cox
McLANE-NORTHEAST

FEBRUARY: DORAL B2G1F PROMOTION #800017

Dear Paul:

We have placed orders for *Doral B2G1F* pre-sleeved product as listed to pack and ship this promotion to your participating retail accounts. **575** SKUs of Displays (item #536510) have been ordered to Consolidated Industries to pack this Promotion.

Product PO Numbers:

PO Number	Product / State	#/Cases Per Style				$ Amount
		LIGHT	LT 100	LT MN 100	FF 100	
	UPC Code	12300-24971	12300-24972	12300-24974	12300-24973	
ER2770-01	B2G1F / NJ	5	5	5	1	2,706.33
ER2771-01	B2G1F / NY	1	1	1	1	618.99
ER2772-01	B2G1F / OH	1	1	1	0	550.64
ER2773-01	B2G1F / PA	31	29	29	22	19,674.42
	TOTALS	38	36	36	24	$23,550.38

Product Arrival: **January 26, 1998**
Shipper Displays Arrival (Consolidated): **January 29, 1998**

Ship Date to Retail: **Week of February 16, 1998**

Item #536510 (Displays)
SKU CUBE: **0.8750**
SKU WT (w/o Product): **1.7100 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

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Source: https://www.industrydocuments.ucsf.edu/docs/mmly0000

B2G1F
McLane NE

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'.*
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

PLACE INTO EACH DISPLAY:
* 7 CARTONS: 2 DORAL LT / 2 DORAL LT 100 / 2 DORAL LT MEN 100 / 1 DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to $658.00 **(47 (12M) cases @ $14.00).**

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

FEBRUARY: DORAL B2G1F / PROMOTION #800017

RETAIL DISTRIBUTION DATE: 2/16/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE												
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	CUYAHOGA	PA	RI	VT
A-PLUS/ SUNOCO	173	See List	258		2					8	5			243		
AMOCO	56	1	56							27				29		
BP OIL	44	1	44											44		
COASTAL MART	28	See List	45							10				35		
COUNTRY FAIR	69	See List	81								12	7		62		
HESS MART	7	See List	13							2				11		
HESS STATION	46	1	46							17				29		
7/11 - HANDEE MART	24	1	24									1	9	14		
INDEPENDENTS & SMALL CHAINS	11	1	11				2			4				5		
TOTALS	458		578	0	2	0	2	0	0	68	17	8	9	472	0	0

(MCST-D17.XLS)1/6/98

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C FAIR STORES)/ MI/ MD

cc: J. Piscitelli

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